



Customer Service -- 101



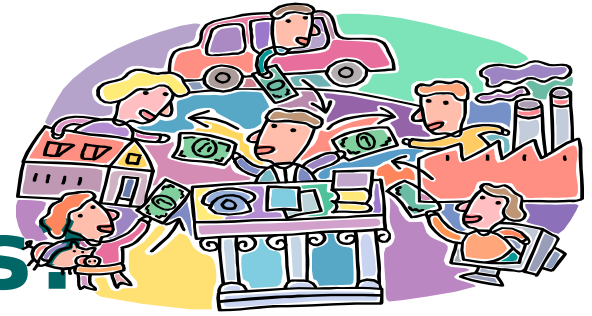
Extraordinary businesses are those that do ordinary things extraordinarily

Let's Discuss...

- Who are customers?
- Your role – why care?
- Being the best!
- How to keep 'em!
- How to lose 'em!
- Loyalty Facts
- Responsibility
- Additional Info



Who Are Customers?

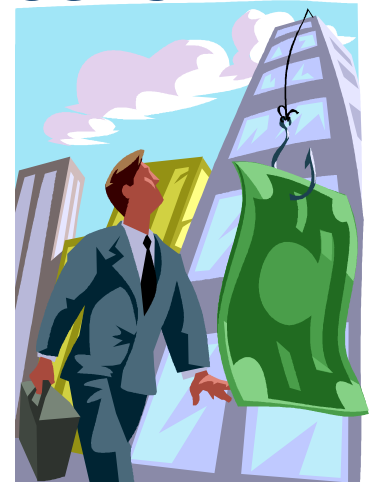


- Everyone at work with whom you interact are your customers
- Everyone who purchases or uses your activities, events, products and services are your customers
- Your supervisor, your manager, and all of your employees are your customers, too

*You help achieve extraordinary customer service when you make each interaction one that is positive, effective, efficient, courteous, competent, thorough, and professional. **This is your job!***

Your “Service” Role - Why Care?

- Serving every customer well helps you, your program, and your organization stand out
- Providing good customer service is essential to:
 - your job security
 - future job/career opportunities
 - how you feel about what you do



Being The Best -- Everyday!

HIGHLY EFFECTIVE CUSTOMER SERVICE PEOPLE:

- Exceed customer expectations
- Find out how customers want to be treated
- Know the customer's needs are a priority
- Listen effectively to ensure they understand the customer
- Don't take complaints personally
- Look and act like a professional
- Keep learning
- Keep teaching
- Smile genuinely
- Respect the customer



How To Keep 'em! #1



1. Be professional. Maintain a neat appearance and keep your workspace clean, organized and tidy.
2. Make every customer feel welcome. Forget the problem behavior you may have just dealt with – focus your energies on serving the current customer.
3. Always be courteous - manners matter. Treat customers the way you want to be treated as a customer.
4. Take each customer-problem seriously. When customers have a concern or a complaint, listen attentively and try to solve their problem yourself..., and as quickly as possible.
5. Follow through! Do what you must to solve the problem. Not every problem can be resolved the way the customer wants, but that doesn't mean he/she should receive poor service.

How To Keep 'em! #2



6. Understand your customers' needs and match those needs with correct solutions.
7. Know your organization and your activities, events, products and services. You will be better able to serve your customer, resolve problems, and direct them to another department, when needed.
8. Learn your lines. Take the time to master the technical and procedural ins and outs of your job.
9. Be a team player. Help those you work with. When a coworker is trying to help three people at once, pitch in. If the phone is ringing on someone else's desk, take the call.
10. Enjoy your work! Customer service is a demanding job. Find joy in the fact that you are helping people meet their needs.

How To Lose 'em!



SURE-FIRED WAYS TO DRIVE 'EM AWAY

- Ensure long waits
- Give 'em the "run-around"
- Answer with, "That's not my job", "I just do what they tell me", "We can't do that", and "our policy... "
- Bad-mouth your program, the organization or the competition
- Demonstrate your lack of product or service knowledge
- Be an "uncaring" customer service person
- Fail to follow-up
- Use the voice tone that says you don't care
- Confuse 'em with inconsistent body language

Don't do these!



Loyalty Facts! 1 of 7

Did You Know?

- Only 5% of customers who have had a problem will ever complain to management; although 45% tell front line employees
- Most customers just go away because they believe their complaints will not do any good
- For every complaint you hear, there are 26 additional customers with unresolved problems or complaints and 6 of these are serious
- You will never hear from these 26 again – and they are the ones who could tell you how to make your business better

From the White House Office of Consumer Affairs, Washington, DC.



Loyalty Facts! 2 of 7

Did You Know?

- 56%-70% of the customers who complain to you will do business with you again if you resolve their problem. If they feel you acted quickly and to their satisfaction, up to 96% will do business with you again, and they will probably refer other people to you
- A dissatisfied customer will tell 9-15 people about it. And approximately 13% of your dissatisfied customers will tell more than 20 people about their problem
- Your Program cannot possibly afford the advertising cost it would take to overcome this word-of-mouth, negative publicity

from the White House Office of Consumer Affairs, Washington, DC.



Loyalty Facts! 3 of 7

Did You Know?

- Happy customers who have their problems resolved will tell 4-6 people about their positive experience.
- You have to satisfy three to four, for every one that is dissatisfied with you. It's tough to work with a 4:1 ratio against you, which is why your customer satisfaction efforts are so important.
- Programs that provide extraordinary customer service can charge more, realize greater profits/participation, increase market share, and will have customers who willingly pay more for (or use) their products and services simply because of the extraordinary service.

from the White House Office of Consumer Affairs, Washington, DC.



Loyalty Facts! 4 of 7

Did You Know?

- It costs five to six times as much to get a new (first time) customer as it does to keep a current one
- Customer loyalty can be worth up to 10 times as much as a single purchase
- The lifetime value of any single customer is worth more than the cost of returning their purchase price on a single item
- The rule of 10's: It costs up to \$10,000 to get a new customer; 10 seconds to lose him/her; and up to 10 years for the customer to get over whatever made him/her leave you *From the White House Office of Consumer Affairs, Washington, DC.*



Loyalty Facts! 5 of 7

Did You Know?

- It costs 6 times more to attract a new customer than it does to keep an old one
- Customer loyalty is, in most cases worth 10 times the price of a single purchase
- A typical business hears from only about 4% of its dissatisfied customers --- 96% *just go away!* ... and 91% *will never come back!*
- 13% of the people who have service problems tell 20 others
- It takes 12 positive service incidents to make up for one negative incident
- 7 out of 10 customers will do business with you again if you resolve the complaint in their favor

From Ruby Newell-Legner's "Understanding Customers"



Loyalty Facts! 6 of 7

Did You Know?

- If you resolve a complaint on the spot, 95% will return and do business with you again
- On average, a satisfied complainer will tell 5 people about the problem and how it was satisfactorily resolved
- Of the customers who quit your business, 68% do so because of an attitude of indifference by the company or a specific individual
- Long term customers are usually more profitable. A 5% increase in customers retention can boost profit by 25% to 125%
- A company can improve revenues by 49% with a 10% increase in customer retention

From Peter Drucker's "Understanding Customers"



Loyalty Facts! 7 of 7

Where Do They Go?

- **Where do customers/patrons go when they disappear?**
 - 1% Die
 - 3% Move away
 - 5% Float/seek alternatives or develop other business relationships or are influenced by friends
 - 9% Are lured away by the competition
 - 14% Are dissatisfied with the products/services/pricing
 - 68% Are upset with the treatment they received..., or an attitude of indifference on the part of an employee

From the White House Office of Consumer Affairs, Washington, DC.

Your Responsibility



- Work as if you own the business.
- Take ownership of customer problems.
- Make sure problems get resolved. You may have to ask for help, but be responsible. Customers are tolerant when somebody is willing to follow up and make sure problems are handled.
- Serve! Always be the customer's solution, never their problem!

Additional Info... #1

- Read about customer service
- Attend additional customer service training
- Attend training relevant to your job
- Learn about your program's activities, events, products and services
- Continuously develop your career



Additional Info... #2



Attend the following training opportunities:

- Star Service: Achieving Extraordinary Customer Relations (AECR)
- Star Service: Coaching for Extraordinary Customer Service (CfES)
- Star Service: Keeping the Skills Alive (KSA)
- MWR Managers' (MWR MGR)
- Leadership Skills for Managers (LSFM)



That's All There Is To It...



Suggestions and requests to:

Commander, Navy Installations Command (CNIC)
F&FR Training Branch, N947
Millington, TN 38055-6540

Com: (901) 874-6727 DSN: 882-6727
helen.turner1@navy.mil